

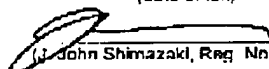
**RECEIVED
CENTRAL FAX CENTER****OCT 14 2008****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:)
Higgs) Art Unit: 3622
Serial No.: 10/657,693) Examiner: N. Boveja
Filing Date: September 8, 2003)

For: METHOD OF OPERATING A MICRO-ENVIRONMENT WITHIN A
COMMERCIAL COMPLEX TO PROMOTE SALES OF PARTICULAR
PRODUCTS AND SERVICES OFFERED BY PARTICIPATING RETAIL
MERCHANTS

I hereby certify that this correspondence is being faxed to
the Commissioner for Patents, fax number 571-273-8300,
located at P.O. Box No. 1450, Alexandria, Virginia 22313-
1450, on:

Oct 13, 2008
(date of fax)


(John Shimazaki, Reg. No. 37,236)

**AMENDMENT IN SUPPORT OF REQUEST FOR
CONTINUED EXAMINATION UNDER SECTION 1.114**

Commissioner for Patents
Alexandria, Virginia 22313

Dear Sirs:

This Amendment is being submitted in response to the Final Office Action dated June 13, 2008 entered in connection with the above identified application, and in connection with the Request for Continued Examination which is being filed concurrently herewith.

Please make the following amendments: